



Workforce Development:
Committed to
Excellence for
Regional Success



PENINSULA COUNCIL
For Workforce Development

Peninsula Council for Workforce Development Greater Peninsula Workforce Investment Board

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Vice chair: John Olson, ECPI College of Technology



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Richard M. Bagley Sr., Wachovia Securities
Rhonda Bunn, Canon Virginia Inc.
Sandy Donaldson, Ferguson Enterprises
Everett Jordan, Northrop Grumman Newport News
Dale Stone, Walmart Distribution Center



James O. Icenhour Jr.*, board of supervisors,
James City County
Judith N. Knudson*, councilwoman, Williamsburg
Frank A. Kreiger*, councilman, Poquoson
Sheila Noll*, board of supervisors, York County
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Tina Vick*, councilwoman, Newport News

*Also members of the Greater Peninsula Workforce
Development Consortium



Dr. Alvin Schenxider, president,
Thomas Nelson Community College

Local government representatives – non-voting

Alan K. Archer, assistant city manager, Newport News
Georgette N. Hurley, assistant county administrator,
Gloucester County
Pete Peterson, assistant city manager, Hampton
Douglas Powell, assistant county administrator,
James City County
Anne Smith, community services director, York County
Peter P. Walentisch, human services director,
Williamsburg
James “Randy” Wheeler, city manager, Poquoson

Non-voting member

Joseph Johnson, executive director, New Horizons
Regional Education Center

Immediate past chair

Dr. Robert P. Leber, senior adviser to the governor for
workforce development, Commonwealth of Virginia



*(From left) Jane Oates, assistant secretary for
employment and training at the U.S. Depart-
ment of Labor; Matthew James, president
and CEO of PCFWD; Peter Blake, Virginia
Community College System vice chancellor
for workforce development; and Dr. Robert
P. Leber, senior adviser to the governor for
workforce development, attend a meeting
sponsored by the National Governors As-
sociation Center for Best Practices.*

General members of the Council

Keith Arnold, BB&T
Tracee Carmean, Riverside School of Health Careers
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Kimberly L. Christner, Beck Co.
Jerome Clark, SunTrust Bank
Lois Demerich, Sentara Careplex
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John Flannigan, Branscome Construction
Rick Gallaer, The Pomoco Group Inc.
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Kasia Grzelokowski, The Arc of the Virginia Peninsula Inc.
Danny Hunley, Northrop Grumman Newport News
Ann Hunicutt, Pembroke Construction Co. Inc.
Eric Kean, The Lee Group
Ron Melvin, Drucker & Falk
Susan Milhoan, Retail Alliance
Scott Millar, Canon Virginia Inc.
Charles Mitchell, Zel Technologies
Patricia L. Robertson, Bon Secours Hampton Roads
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Robert F. Shuford Sr., The Old Point National Bank
Dick Steinberg, Mall Properties
Mike Suttle III, Suttle Motor Corp.
Raymond Tripp, Peninsula Town Center
Harvey E. Weinstein, The Commonwealth Co.
Jean M. Yokum, Langley Federal Credit Union

Greater Peninsula Workforce Investment Board members

Robert Baker, Howmet Castings
Mike Briley, Virginia Peninsula Central Labor Council
Tracee Carmean, Riverside School of Health Careers
Jerome Clark, SunTrust Bank
Sylvia Copeland-Murphy, Newport News
Redevelopment & Housing
William M. Grace, Grace Industries Inc.
Herbert R. Green Jr., Pembroke Construction
Mary Greenman, 1st Advantage Federal Credit Union
Dudley Harris, Harris Power & Equipment
Joseph L. Hopkins, Virginia Employment Commission
Joseph Johnson, New Horizons Regional
Education Center
Mike Kuhns, Virginia Peninsula Chamber of Commerce
LaSandra H. Owens, Pressure Systems Inc.
Makalia Records, Gloucester County
Chamber of Commerce
Gregory M. Richardson, Goodman & Co.
Richard Schreiber, Greater Williamsburg Chamber &
Tourism Alliance
Billy Scruggs, Fife and Drum Inn
Richard L. Sorey, Virginia Department for the Blind
and Vision Impaired
Mark Stefanick, Wolseley North America
Jean Steveson, Virginia Department of
Rehabilitative Services
Thomas Tingle, Guernsey Tingle Architects
Dr. Deborah G. Wright, Thomas Nelson
Community College
Michael Yaskowsky, City of Hampton Economic
Development

PCFWD staff

Matthew James, president and CEO
William H. Mann Jr., executive
vice president and COO
Gary Butler, vice president
Shawn Avery, vice president
Terri Partain, accountant
Sharyna Smith, Youth Career Café coordinator
Cathy Ellis, executive assistant
Jeanne Smith, executive assistant
Carolyn Tarrant, senior office assistant
Rita Bond, administrative assistant
Shannon Trochuck, program compliance officer

*On the cover (from top): Participants in the fall customer service training
seminar arrange words to make sentences that best describe customer service.
• Students participate in a PCFWD Game /Modeling and Simulation Camp*

*at ECPI College of Technology. • In July, counselors tour a construction site
as part of the 2009 Hard Hat Camp. • A group of students from Gloucester
County enjoy the services of the Youth Career Café.*

A greater workforce ... a greater region

Sybil Wheatley, chair, PCFWD and GPWIB



The past year has been both a busy and productive time for workforce development initiatives in the Greater Peninsula region. This annual report highlights many of those activities and accomplishments helping to increase the quality and quantity of our region's skilled workforce.

As we begin our sixth year, the Peninsula Council for Workforce Development is committed to developing innovative workforce solutions to the global economic issues and challenges that face Virginia's Greater Peninsula region both today and tomorrow. Through its vision

of all Greater Peninsula businesses having access to world-class workforce talent, the Council has been successful over the past five years in developing a stronger relationship with employers to ensure a robust local economy with fiscal opportunity. It is prepared to further develop these relationships in the upcoming year by continuing to connect people's talents to workplace needs.

I want to thank those individuals, employers, educators and government officials involved in the projects mentioned in this report, for without their effort

and support the progress achieved during the past 12 months would not have been possible. And absolutely at the top of the list of people who deserve accolades for a job well done are the Council staff members, under the leadership of Matthew James.

I invite you to review the 2009-2010 Annual Report that highlights the Council's success. I encourage everyone to get involved with PCFWD's efforts through its numerous partnerships and investor opportunities.

Employers' needs remain a constant priority

Matthew James, president and CEO, PCFWD



I would like to thank the investors in the Peninsula Council for Workforce Development, for without their support the activities in this annual report would not have been possible. As a 501(c)(6) nonprofit regional organization, the Council is governed by a 17-member executive committee of nine representatives from the private business community, seven local elected officials (one from each jurisdiction) and the president of Thomas Nelson Community College.

The Council's No. 1 mission is to identify the employer workforce development needs of Peninsula-based employers in Hampton, Newport News, Poquoson and Williamsburg, and the counties of York, Gloucester and James City. Once determined, the Council sets its sights on

implementing regional solutions through partnerships with training and education providers that specifically address these needs.

Our activities over the past year have been exciting and productive. Although we should take a moment to congratulate ourselves on our success, we also must remember that many individuals are suffering in these trying economic times.

We must sustain our momentum by steadfastly assessing our community's changing needs and being prepared to respond to these changes quickly and efficiently. We must maintain an effective relationship with local and regional economic development offices so that our decisions are based on timely and accurate data, both local and regional. We must

focus our energies on the larger issues. We must continue to nourish healthy partnerships with other organizations with similar goals as we help those in need and promote strong relationships with local, state and national elected officials.

The Council is committed to regional success. Given the strength and enduring support of our investors, board members, local government officials and staff, I am confident we will continue to provide our community with quality workforce programs and services that help our region benefit in ways we cannot yet imagine. I thank each of you for your contribution to our achievements and look forward to our continued success in the future.

PCFWD and partners invest time and

Thanks to the financial support and active participation of our Hall of Workforce Champions in 2009-2010, the Peninsula Council for Workforce Development continued to make great strides in providing opportunities for jobseekers, area youth and businesses. Progress has been made in several areas to better position the Peninsula to handle the repercussions of the Great Recession and the workforce challenges that lay ahead.

Creating workforce solutions with our business partners

In June 2010, the Council and its partners breathed new life into the Healthcare Cluster, now called the **Greater Peninsula Healthcare Workforce Partnership**, by hosting a symposium to address the changing needs of the area's healthcare workforce. Titled "The Future of the Healthcare Workforce," the gathering focused on how alternative providers soon will play a greater role in healthcare due to an increased demand for services and a projected shortage of primary care physicians.

PCFWD continues to support the Peninsula's hospitality-related businesses with fall 2009 and spring 2010 customer

service training seminars. Sponsored by the Council's **Hospitality Cluster**, the Hampton Convention & Visitor Bureau, Newport News Tourism Development Office and Newport

News Hospitality Association, the seminars were attended by more than 125 employees of the area's hotels, tourist attractions, public service agencies, health service facilities and military facilities.

During a two-day program held in July 2009, school counselors and career coaches learned today's construction industry was not just about properly swinging a hammer. The Council's **Hard Hat Camp**—sponsored by the Council's **Construction Cluster**, Thomas Nelson Community College, New Horizons Regional Education Centers and the Associated General Contractors—gave educators insight into construction industry careers that go beyond general labor and often require advanced training. Programs such as this one were made possible through AGC's annual live and silent auction, which raised \$11,000 last August.

For the fifth consecutive year, members of the Council's **Financial Cluster**, which include area banks and credit unions, taught a six-week Financial Services Academy course to help high-school students

hone their skills. Volunteers spent more than 20 hours this past fall teaching students about everything from money and banking to ethics and laws.

In fall 2009 and spring 2010, several groups of middle and high school counselors from throughout the Peninsula toured select area



(From left) Krista Moses and Nancy Vandevender of Langley Federal Credit Union present at the Financial Services Academy.

industries to learn firsthand about the economic impact and current development of the technology-related industries of **Modeling and Simulation (M&S)**, and **Transportation, Warehousing and Distribution (TWD)**. The tours, which demonstrated how these industries impact K-12 education in the areas of science, technology, engineering and mathematics (STEM), were funded by the Workforce Innovations in Regional Economic Development (WIRED) grant, known locally as the Southeastern Virginia Partnership for Regional Transformation (SEVA-PORT).

The Council's newest endeavor this past year was focusing on **Green Workforce Programs**. One of these included partnering with the nonprofit Green Jobs Alliance in Hampton to win close to a \$1 million grant from the U.S. Department of Energy. The grant will be used to develop and expand weatherization training centers in Hampton Roads, train workers to retrofit buildings for energy efficiency, help drive up the demand for residential energy efficiency and fund retrofits. In the upcoming two years, this grant is expected to create several hundred construction trades jobs. The Council will assist by providing a pipeline for participants at its One-Stop Center, as well as recruiting businesses.

During the spring, school counselors got an up-close look at the careers available in healthcare, thanks to a tour of a virtual medical setting.



and money to promote regional success



The Peninsula Worklink's Empowering the Community Resource Fair assisted more than 250 people in February who were seeking employment.

Serving the unemployed and underemployed

Peninsula Worklink, the Peninsula's system of One-Stop Career Centers, registered nearly 16,000 first-time participants for services in PY '09. Staff enrolled 383 dislocated workers and low-income adults in intensive services programs to help them find jobs. And 380-plus individuals received more than \$1 million in training vouchers from stimulus and WIA formula funding to help them acquire new skills for future jobs.

There are now 20 SHARE Network Access Points or **SNAPS** operating in Workforce Area 14. SNAPS, which collectively served more than 8,000 customers in PY '09, are satellite One-Stop centers



(From left) Jana Yancey and Board member Dale Stone man a booth for Walmart Distribution Center during the SEVA-PORT Career Fair in December.

housed in community organizations, churches and public libraries. Volunteer agencies provide places where people can look for jobs without having to leave their communities. Trained individuals connect them to the Worklink system via computers and direct referrals.

After a year of planning and coordination between the Greater Peninsula Workforce Development Consortium, Peninsula Worklink, Hampton and Newport News court service units, and the Department of Juvenile Justice, the region was awarded a Department of Criminal Justice Services - Byrne Justice Assistance Grant of \$75,000. The grant will be used to help youth returning home from a juvenile corrections facility to further their education or find a job.

Developing the emerging workforce

Over the past year, PCFWD's two **Youth Career Cafés** had more than 4,000 visitors to the full-service sites that help meet the workforce needs of youth ages 14-21. In addition, Youth Career Café staff provided services to more than 6,500 youth in off-site activities, such as school presentations and career fairs. A thriving partnership since spring 2006 between the Council, school divisions and employers, the Cafés continue to expand, with satellite programs being offered at the Hampton Teen Center and soon at the Boys and Girls Club of the Virginia Peninsula's Life Skills Education Center.

This past year's agenda included an information technology workshop titled "Girls Get IT," which was taught by Council-recruited professionals from ECPI, Langley Air Force Base and CACI. As part of the Cafés' job-shadowing

program, a group of seniors from Christopher Newport University worked with the Indoor Football League management team. In June, youngsters learned how to apply green principles to their everyday lives thanks to a \$2,500 grant from the Hampton Youth Commission.

A partnership between the Council and the Virginia Peninsula Chamber of Commerce allowed some 800 area students to benefit from the second annual **Youth Career Expo**. The expo in February showcased 80 vendors at the Hampton Roads Convention Center. It also featured expert-led workshops aimed to help high school juniors and seniors further their education or secure employment.

Through **SEVA-PORT** funding, the cities of Newport News and Hampton each sponsored an internship program during the 2009-2010 school year which exposed students to cutting-edge career pathways. The Newport News group learned about the logistics of moving water throughout the city, which introduced them to STEM. The Hampton students' program focused on the workings of the M&S industry.



Denbigh High School youth plan a budget during a session at the Youth Career Café.

Program Year 2009: Federally funded programs in review

The Honorable Christian D. (Buddy) Rilee, chair, GPWDC



During PY '09, \$4.3 million in federal funds was made available to the Greater Peninsula Workforce Development Consortium and the Greater Peninsula Workforce Investment Board to provide activities through its workforce service delivery system.

Sources of revenue included:

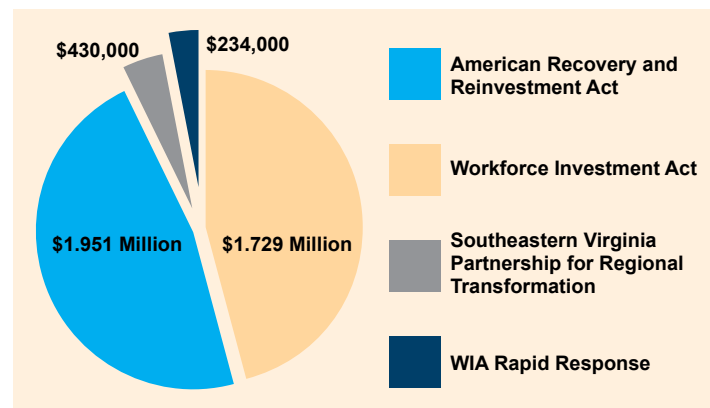
Workforce Investment Act formula funds (\$1.729 million) and American Recovery and Reinvestment Act funds (\$1.951 million) to support the region's One-Stop Career Centers and youth programs; WIA Rapid Response Funds (\$234,000) to provide additional One-Stop Career Center services for local dislocated workers; and a Workforce Innovations for Regional Economic Development Grant to support the Southeastern Virginia Partnership for Regional Transformation (\$430,000) to promote the port-related activities of Modeling & Simulation and Warehousing, Transportation and Distribution.

Of the total, more than \$4.2 million was obligated to support service providers and administrative functions. Eighty percent was earmarked for workforce development programs for at-risk youth, low-income adults, dislocated workers, incumbent workers and local employers.

By the end of PY '09, approximately \$3.8 million of the dollars obligated had been expended, with more than \$3.1 million spent on direct services assisting about 16,000 people. Compared to PY '08, roughly 9 percent less participants were served because ARRA funds received in '08 and carried over into '09 were exhausted. Given the state of the economy, we anticipate the

demand for One-Stop services will continue to outstrip available resources through PY '10.

For the fifth straight year, the GPWIB has exceeded or met all 17 of its WIA performance standards. Because of this, the



Virginia Workforce Council will be awarding \$57,500 in Incentive Awards, which will be used in PY '10 to fund a pilot program providing education and employment services to newly released juvenile ex-offenders.

In closing, I'd like to acknowledge the leadership and support of Robert Braxton, Williamsburg City Council, who served during the past year as the consortium's chair. During his tenure, he was a tireless advocate for our workforce development efforts, especially those that supported area youth.

Return on Investment Scorecard

JULY 2009 - JUNE 2010

PENINSULA WORKLINK/WIA METRICS	
One-Stop Registrations	15,875
Dislocated Worker Individual Training Accounts	110
Dislocated Worker Work Keys	123
Adult Individual Training Accounts	90
Adult Work Keys Assessments	73
SEVA-PORT Individual Training Accounts	70
Youth Individual Training Accounts	6
YOUTH PROGRAM/WIA METRICS	
In-School Programs	53
Out-of-School Programs	
Certified Nursing Assistants	26
Pre-Apprenticeship	20
Adult Education	25

YOUTH CAREER CAFÉ METRICS	
Visits (On-Site)	4,484
Students Participating Off-Site	7,287
School Visits	156
Workplace Readiness Training	3,722
Businesses Engaged	91
Participants Receiving Tutoring Services	158
Career Interest Assessments Administered	1,107
WEBSITE METRICS (www.pcfwd.org)	
Visits	11,605
Page Views	38,890
Average Time on Site	2:15 min.
Percentage of New Visits	68.26%
Unique Visitors	8,198



Hall of Workforce Champions

The Peninsula Council for Workforce Development would like to acknowledge the following 2009-2010 member localities, organizations and businesses as Workforce Champions:

LOCALITIES



EXECUTIVE PLATINUM

NORTHROP GRUMMAN

PREMIUM PLATINUM

FERGUSON
a WOLSELEY company

PLATINUM



GOLD



SILVER

- Bon Secours Hampton Roads • Old Point National Bank • The Lee Group •
- Walmart Distribution Center • Zel Technologies •

BRONZE

- 1st Advantage Federal Credit Union • Beck Co. • Branscome Inc. • Drucker & Falk •
- ECPI College of Technology • Mall Properties (Peninsula Town Center) • Pembroke Construction •
- Retail Alliance • Suttle Motor Co. • The ARC of the Virginia Peninsula • The Commonwealth Co. •
- Thomas Nelson Community College • TowneBank •

WORKFORCE DEVELOPMENT PARTNERS ON THE PENINSULA 2009-2010

BB&T, Old Point National Bank, SunTrust Bank, 1st Advantage Federal Credit Union, Virginia Educators Credit Union, Langley Federal Credit Union, BayPort Credit Union, Pembroke Construction, Associated General Contractors, Newport News Redevelopment and Housing Authority, Walsh Electric, Branscome Inc., Warwick Plumbing & Heating Corp., Colonial Webb, Hudgins Contracting, E.V. Williams, J.D. Hammond, Inc., Harris Power & Equipment, Oyster Point Construction Co., Witt Mares, Eggleston Smith PLC, Clancy & Theys Construction Co., Bay Electric Co., Virginia Steel Inc., Riverside School of Health Careers, Bon Secours Health System, Eastern Virginia Medical School, Sentara Healthcare System, Governors Inn Estate Assisted Living, Coliseum Park, Suburban/Candlewood Suites, Hampton Inn, Newport News Tourism Development Office, Hampton Convention & Visitor Bureau, Quality Inn, Virginia Living Museum, Point Plaza Suites, Courtyard by Marriott, TownePlace Suites by Marriott, Crowne Plaza Hotel Hampton, Omni Hotel Newport News, Marriott City Center, The Mariners' Museum, Embassy Suites, Holiday Inn, Jamestown Pie Co., Magnolia House Inn, Bay Plaza & Suites, MAACO, Pomoco Auto Group, Hudgins Chevrolet, Virginia Auto Dealers Association, Casey Auto Group, Suttle Motor Co., Williamsburg Chrysler Jeep Kia Dealership, Tysinger Motor Co., Northrop Grumman Newport News, Walmart, Northrop Grumman Newport News Apprentice School, Ferguson Enterprises, W.M. Jordan Co., Riverside Health System, Alcoa Howmet, Thomas Nelson Community College, ECPI College of Technology, Hampton University, Christopher Newport University, Old Dominion University, Virginia EEOC Office, Green Jobs Alliance, Junior League of Hampton Roads, Hampton Coalition for Youth, Peninsula Worklink, Thomas Nelson Community College Office of Outreach and Recruitment, Alternatives Inc., U.S. Army National Guard, U.S. Army, U.S. Navy, NASA, Newport News Office on Children, Youth & Families, Newport News Hospitality Association, Newport News Tourism Development Office, Virginia Employment Commission, Inside Business, Patrick Henry Mall, NetCenter, Peninsula Town Center, Virginia Peninsula Chamber of Commerce, Greater Williamsburg Chamber and Tourism Alliance, Gloucester County Chamber of Commerce, Greater Peninsula Workforce Development Consortium, Hampton City Schools, Gloucester County Schools, Newport News Public Schools, Poquoson Public Schools, York County Public Schools, Williamsburg/James City County Public Schools, New Horizons Regional Education Center, Virginia Peninsula Career Pathways Consortium, Hampton Roads Economic Development Alliance, City of Hampton Department of Economic Development, York County Economic Development, Newport News Department of Development, Gloucester County Economic Development, Williamsburg Economic Development Department, James City County Economic Development Department, City of Hampton, Gloucester County, James City County, City of Newport News, City of Poquoson, City of Williamsburg, York County, Office of the Special Advisor to the Governor for Workforce Development, Virginia Community College System, Virginia Workforce Council ... we apologize to anyone we unintentionally left off this list.

FOR MORE INFORMATION, CONTACT:

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The cost of this report was paid with Workforce Investment Act funds made available by the U.S. Department of Labor, Employment and Training Administration through the Commonwealth of Virginia to the Greater Peninsula Workforce Investment Board (Local Workforce Investment Area 14).
Equal Opportunity Employer/Program

